



WFFF  
201 Humboldt St  
Rochester, NY 14610-1093

Great American Media  
3050 K St NW  
Suite 100  
Washington, DC 20007

**Contract # 1341612**  
**Schedule Dates** 10/11/16-10/17/16  
**Advertiser** DSCCIE/Issue/NH (67143)  
**Agency** Great American Media (11024)  
**Product** Political - Issues / Propositions (1068)  
**Brand** 49/53/4623 (524696)  
**Salesperson** Katz - Washington DC, Washington DC (1179)  
**Sales Office** Katz - Washington DC  
**Buyer Name** Thomas, Pino,  
**Phone/Fax** /  
**CPE** 49/53/4623  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Issue Separation: 30

**Date Entered** 04/25/16  
**Last Modified** 04/25/16  
**Entered By** Lindsay Benoit  
**CO-OP** No  
**Headline #** ECR25161260  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$322.50  
**Net Total** \$1,827.50  
**Sales Tax**

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	16	\$2,150.00
<b>Grand Total:</b>	<b>16</b>	<b>\$2,150.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/16-10/14/16	5	:30	4:30P- Mike & Molly			1	1	1	1			4	\$45.00		Burlington (WFFF)	Mike & Molly	4/25/16
1.0.1	Closed Preempt	10/11/16															Burlington (WFFF)	Schedule Change/Exception	
1.0.2	Closed Preempt	10/12/16															Burlington (WFFF)	Schedule Change/Exception	
1.0.3	Closed Preempt	10/13/16															Burlington (WFFF)	Schedule Change/Exception	
1.0.4	Closed Preempt	10/14/16															Burlington (WFFF)	Schedule Change/Exception	
2.0	Normal Line / SPOT	10/11/16-10/14/16	5	:30	7P- Big Bang Theory 1			1	1	1	1			4	\$250.00	\$1,000.00	Burlington (WFFF)	Big Bang Theory	4/25/16
3.0	Normal Line / SPOT	10/11/16-10/14/16	5	:30	5:30P- Modern Family			1	1	1	1			4	\$50.00	\$200.00	Burlington (WFFF)	Modern Family	4/25/16
4.0	Normal Line / SPOT	10/11/16-10/14/16	5	:30	5P- Modern Family			1	1	1	1			4	\$50.00	\$200.00	Burlington (WFFF)	Modern Family	4/25/16
5.0	Normal Line / Prime	10/17/16-10/17/16	5	:30	8P- Gotham								1	1	\$400.00	\$400.00	Burlington (WFFF)	Gotham-FOX	4/25/16
6.0	Normal Line / SPOT	10/16/16-10/16/16	6	:30	6P- 7P (EST)								X	1	\$200.00		Burlington (WFFF)	Friends	4/25/16
6.0.1	Closed Preempt	10/16/16															Burlington (WFFF)	Schedule Change/Exception	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the performance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.



WFFF  
201 Humboldt St  
Rochester, NY 14610-1093

# Contract # 1341612

## Schedule Dates

10/11/16-10/17/16

## Advertiser

DSCC/E/Issue/NH (67143)

## Agency

Great American Media (11024)

## Product

Political - Issues / Propositions (1068)

## Brand

49/53/4623 (524696)

## Salesperson

Katz - Washington DC, Washington DC (1179)

## Sales Office

Katz - Washington DC

## Buyer Name

Thomas, Pino,

## Phone/Fax

/

## CPE

49/53/4623

## Account Types

National/Political

## Billing Type

Standard

## Comments

Issue Separation: 30

## Burlington (WFFF)

### By Broadcast Month

Spots	Rate
Oct. 2016	16
Grand Total:	\$2,150.00

Great American Media  
3050 K St NW  
Suite 100  
Washington, DC 20007

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / SPOT	10/17/16-10/17/16	5	:30	4:30P- Mike & Molly	1	1							1	\$45.00		Burlington (WFFF)	Friends	4/25/16
7.0.1	Closed Preempt	10/17/16															Burlington (WFFF)	Program Change/Exception	
8.0	Normal Line / SPOT	10/17/16-10/17/16	5	:30	7P- Big Bang Theory 1	1	1							1	\$250.00		Burlington (WFFF)	Friends	4/25/16
9.0	Normal Line / SPOT	10/17/16-10/17/16	5	:30	5:30P- Modern Family	1	1							1	\$50.00		Burlington (WFFF)	Friends	4/25/16
10.0	Normal Line / SPOT	10/17/16-10/17/16	5	:30	5P- Modern Family	1	1							1	\$50.00		Burlington (WFFF)	Friends	4/25/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

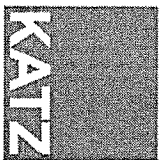
Date:

Accepted-Station:

Date:

Comments:

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**KATZ** TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25161260	<b>Changes as of:</b> 10/16/2016 at 6:46 PM	<b>Version:</b> Current State Version 2
<b>CPE:</b> 49/53/4623	<b>Flight:</b> 10/11/16 - 10/17/16	<b>Total \$:</b> \$2,150.00
<b>Agency:</b> Great American Media GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	<b>Advertiser:</b> DSCC IE <b>Product:</b> issue	<b>Total Spots:</b> 16
	<b>Station:</b> WFFF <b>Market:</b> Burlington-Plattsburgh <b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$0.00

**Agency Order #:** 4977814  
**Buyer:** Pino, Thomas  
**Salesperson:** RACHELLE RAY - Washington DC 202-872-5880

**Primary Demo:** Adults 35+  
**Con Type:** POLITICAL/VOTE  
**Assistant:** LAURA DAFARI 202-872-5880

**Total GRP:**  
**Traffic #:** 1341612  
**Separation:**

**Comments:** RVSD TO CXL OFF MISSED SPOTS.

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11	10/11				
REV-1	Tu-F-M 4:30p-5p		Mike & Molly	\$45.00	0	30	5	0	0	\$0.00	\$0.00	0.0
2	Tu-F-M 7p-7:30p		Big Bang Theory	\$250.00	0	30	5	5	5	\$1,250.00	\$0.00	0.0
3	Tu-F-M 5:30p-6p		Modern Family	\$50.00	0	30	5	5	5	\$250.00	\$0.00	0.0
4	Tu-F-M 5p-5:30p		Modern Family	\$50.00	0	30	5	5	5	\$250.00	\$0.00	0.0
5	M 8p-9p		Gotham-FOX	\$400.00	0	30	1	1	1	\$400.00	\$0.00	0.0
REV-6	Su 6p-7p		Friends	\$200.00	0	30	1	0	0	\$0.00	\$0.00	0.0
<b>TOTALS:</b> 16							16		16	\$2,150.00	\$0.00	0.0



Contract # 25161260 Changes as of: 10/16/2016 at 6:46 PM Version: Current State Version 2

CPE: 49/63/4623 Flight: 10/11/16 - 10/17/16 Station: WFFF

Agency: Great American Media Advertiser: DSCC IE Market: Burlington-Plattsburgh

GREAT AMERICAN MEDIA 3050 K ST NW Product: Issue Office: WASHINGTON

SUITE 100 WASHINGTON DC 20007

Total \$: \$2,150.00

Total Spots: 16

Total CPP: \$0.00

125 West 55th St  
New York, NY 10019

Agency Order #: 4977814 Primary Demo: Adults 35+

Buyer: Pino, Thomas Con Type: POLITICAL/VOTE

Salesperson: RACHELLE RAY - Assistant: LAILA DAFTARI

Washington DC 202-872-5880 202-872-5880

Total GRP: 1341612

Traffic #: Separation:

Special Instructions	
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Date/Time	Added by	Comment	Order Level Comments
10/16/16 6:46 PM	RACHELLE RAY - Washington DC	RVSD TO CXL OFF MISSED SPOTS. Line 6 Friends n/a 1x 10/16 due to NFL airing during that time MG offer 1x 10/16 NFL Kickoff 11-12P Sect 5 \$100 1x 10/16 What Matters 10:30-11P Sect 5 \$50 1x w/o 10/11 Tu-F, M 2.5 Men 6:30-7P Sect 5 \$50 Please advise. Thanks!	
10/05/16 9:15 AM	Elizabeth Guy		
04/25/16 10:22 AM	BILL THOMAS	Separation: 30	

<b>Competitive Information</b>
Market Budget: \$43,000
WFFF Share: 5%
Comment:
WCAX: 40%
WPTZ: 45%
WVNY: 10%

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	16	\$2,150.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>16</b>	<b>\$2,150.00</b>	<b>N/A</b>	<b>0.0</b>

Month	Spots	Dollars
2016-Oct	16	\$2,150.00
<b>Total</b>	<b>16</b>	<b>\$2,150.00</b>

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/16/16 6:46 PM	RACHELLE RAY - Washington DC	Revised		6	-\$425.00	\$2,150.00	Changes: Assistant id from RACHELLE RAY - Washington DC to LAILA DAFTARI, Demo Meta to JR161. Total Spots from 22 to 16. Calculated Dollars from \$2,575.00 to \$2,150.00. Competitive Market Budget from \$63,500 to \$43,000. User Entered \$ from \$0.00 to \$2,150.00. Comments from Separation: 30 to RVSD TO CXL OFF MISSED SPOTS. Total \$ from \$2,575.00 to \$2,150.00. 2 buylines added or modified.
Makegood 1	10/5/16 9:15 AM	Elizabeth Guy	Confirmed			\$0	\$2,575.00	
Queued for Electronic Contracting	4/25/16 10:59 AM					\$0	\$0	
New	4/25/16 10:18 AM	BILL THOMAS	Confirmed	22		\$2,575.00	\$2,575.00	

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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